

# Issues in Agritourism

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BC Agritourism Industry Specialist

NAFDMA



# Agritourism



**“travel that combines agricultural or rural settings with products of agricultural operations - all within a tourism experience that is paid for by visitors”** (Peter Williams - Centre for Tourism Policy & Research - SFU. 2004). It encompasses:

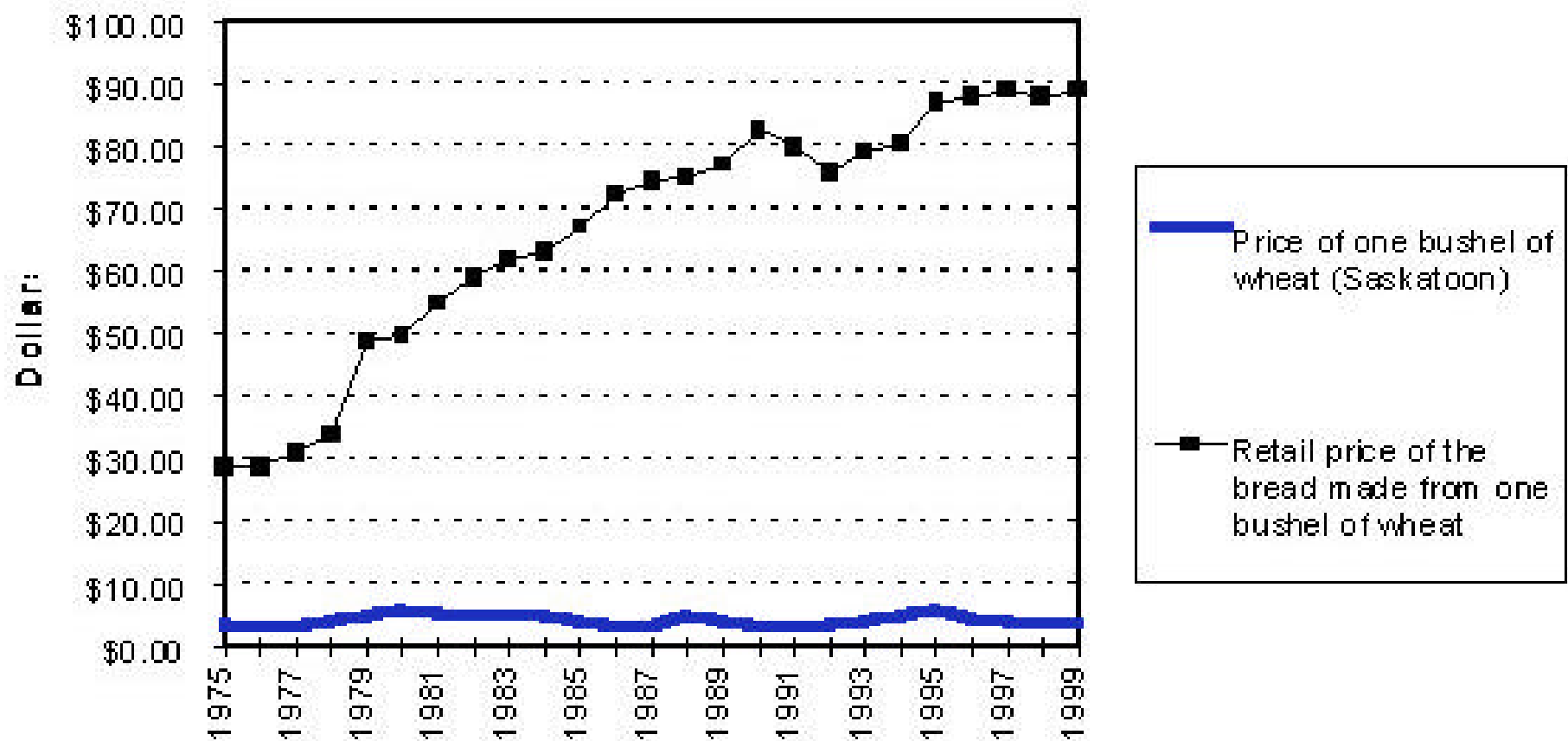


- wineries
- direct farm marketing, on farm processing
- farmers' markets
- garden tours
- farm based accommodation and B & B's
- farm/ranch experiences and tours
- harvest festivals and events
- local culinary tourism
- farmers' markets
- and more



## Why Agritourism ?

Farming as we have known it for the last 50 years is not sustainable

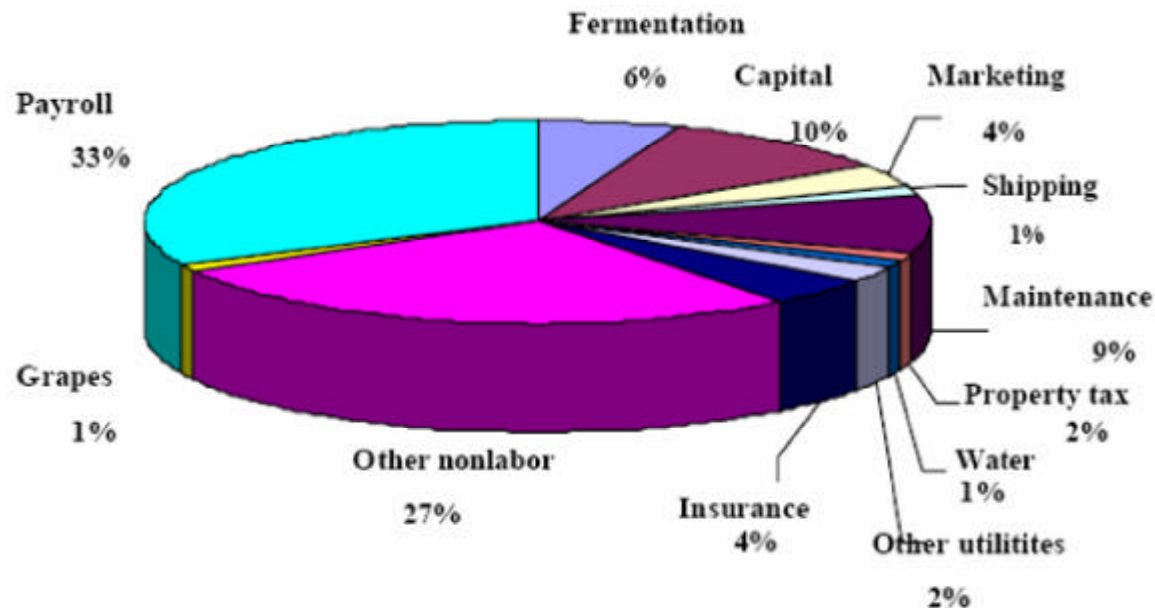


...this is a wheat farmer's reality...

# Grapes are not worth much more than corn!

**Figure 5: Winery Expenditures**

\$7,851,436 Total for Colorado Wineries



Source: Colorado State University 2005 Winery Survey

Grapes \$1300 /acre

Corn \$400/acre

THE ECONOMIC  
CONTRIBUTION OF  
COLORADO'S WINE  
INDUSTRY







We farmers have been told for decades  
to specialize. Specialize, specialize,  
specialize. And what do the big  
companies do? They diversify.

And folks, they are wiping us out.

*Bill Heffernan*

*University of Missouri*

# Why Agritourism ?

"The greatest benefit of agri-tourism may be in how this new industry leaves our communities with the same qualities that drew people to them in the first place.

Agri-tourism attractions can exist in communities while allowing those communities to keep their beautiful vistas and preserve their architectural and rural heritage."

*Larry Goodsight, Executive Director,  
Madison County Tourism.*

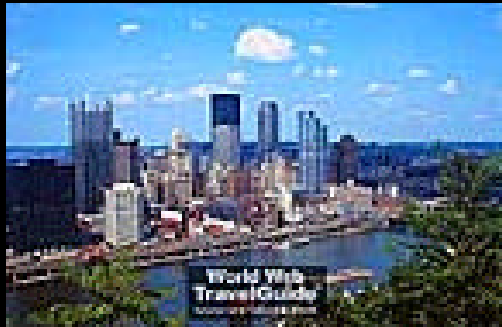


# Why agritourism is a growth industry



Urbanization of  
North America

= Agricultural Confusion



- 1900 Urban Population was 39.7%
- farm was 39.3%
- non farm rural 21.0%
- 1990 Urban was 75.2%
- farm was 1.9%
- non farm rural was 22.9%

# What is an Agriculture Tourist?

I visit a winery

I eat at the winery

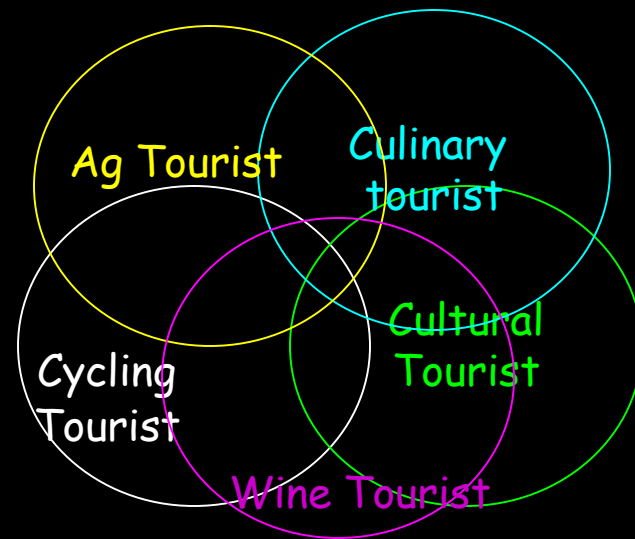
I visit a winery while on a trip to visit a museum

While on in Colorado to cycle I stop at a farm market, buy wine at a winery, attend a pumpkin festival (eat fresh pie) and visit a museum while staying at a B&B

Wine or Ag Tourist ?

Wine, Culinary or Ag tourist ?

Wine, Ag or Cultural Tourist?



What type of tourist am I?



# What are they looking for?

51 VEP respondents / 50 interview respondents

- Mostly domestic visitors from within BC
- Mostly well-educated, high-income baby-boomers
- Produced 590 photographs
- Mostly outdoor, positive images
- 19 focal themes identified

Examining the Wine Tourism  
Experience in the South Okanagan  
Marcie Dumais

# Focal Themes

1. Natural Focus
2. Agricultural Focus
3. Winery Focus
4. People/social Focus
5. Accommodation Focus
6. Other Attractions
7. Town Infrastructure
8. Dining Focus
9. Sky & Weather Focus
10. Information Focus

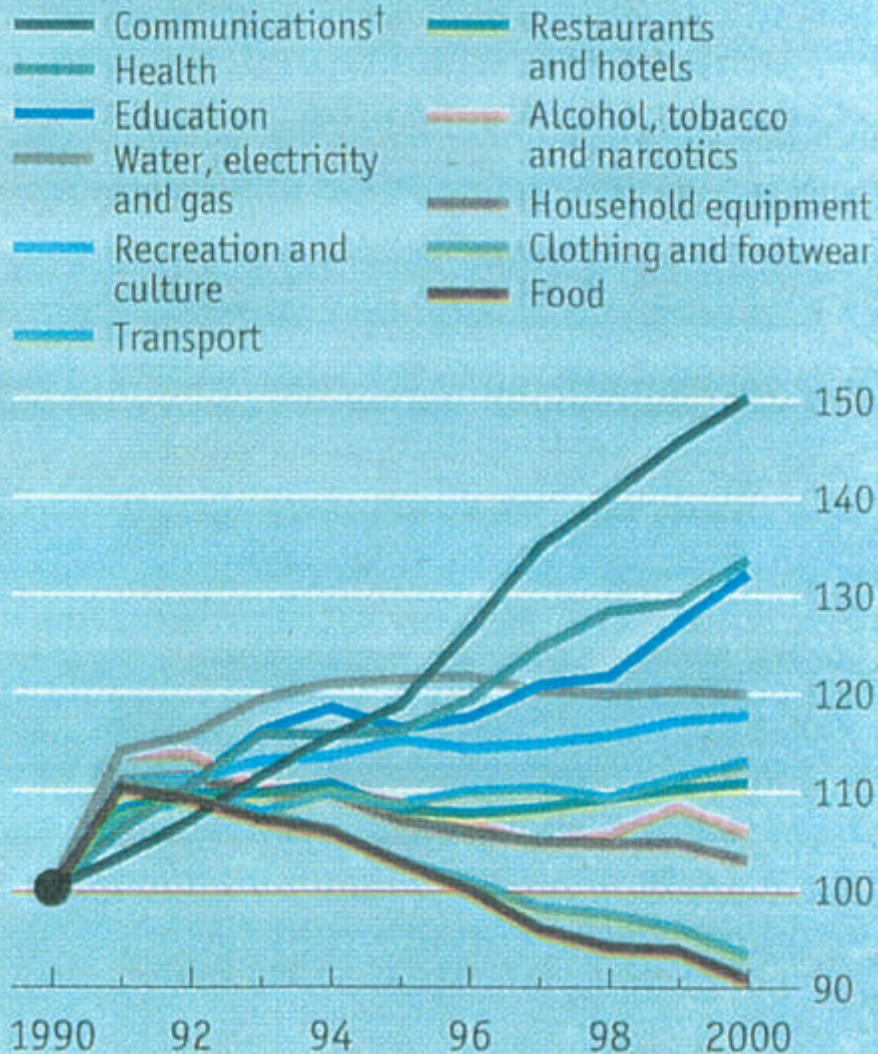


11. Heritage Focus
12. Outdoor Pursuits
13. Shops & Galleries
14. Festivals & Events
15. R&R Focus
16. Arts & Crafts Focus
17. Watercraft Focus
18. Environmental Mgt.
19. Entertainment Focus



## Food gets cheaper

Household spending in OECD countries\*, 1990=100



\*Excludes Hungary, Norway, Slovakia, Switzerland and Turkey

†Telecommunications equipment and services, and postal services

Source: OECD, SNA database

• what are we willing to pay for ?

1. Communications

2. Health

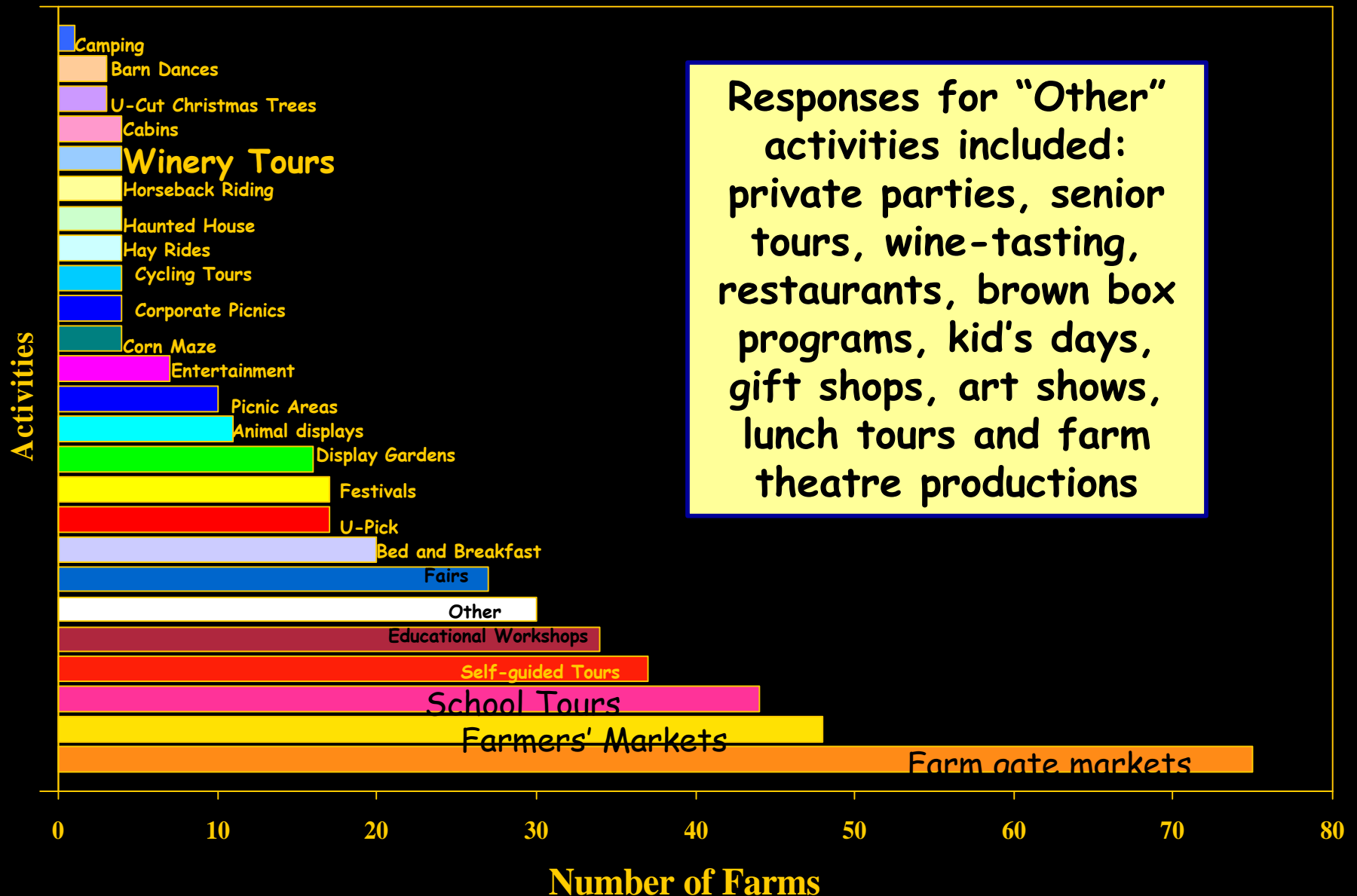
3. Education

5. Recreation

7. restaurants

11. FOOD!

# Historical Agritourism



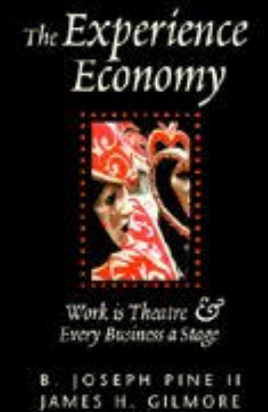
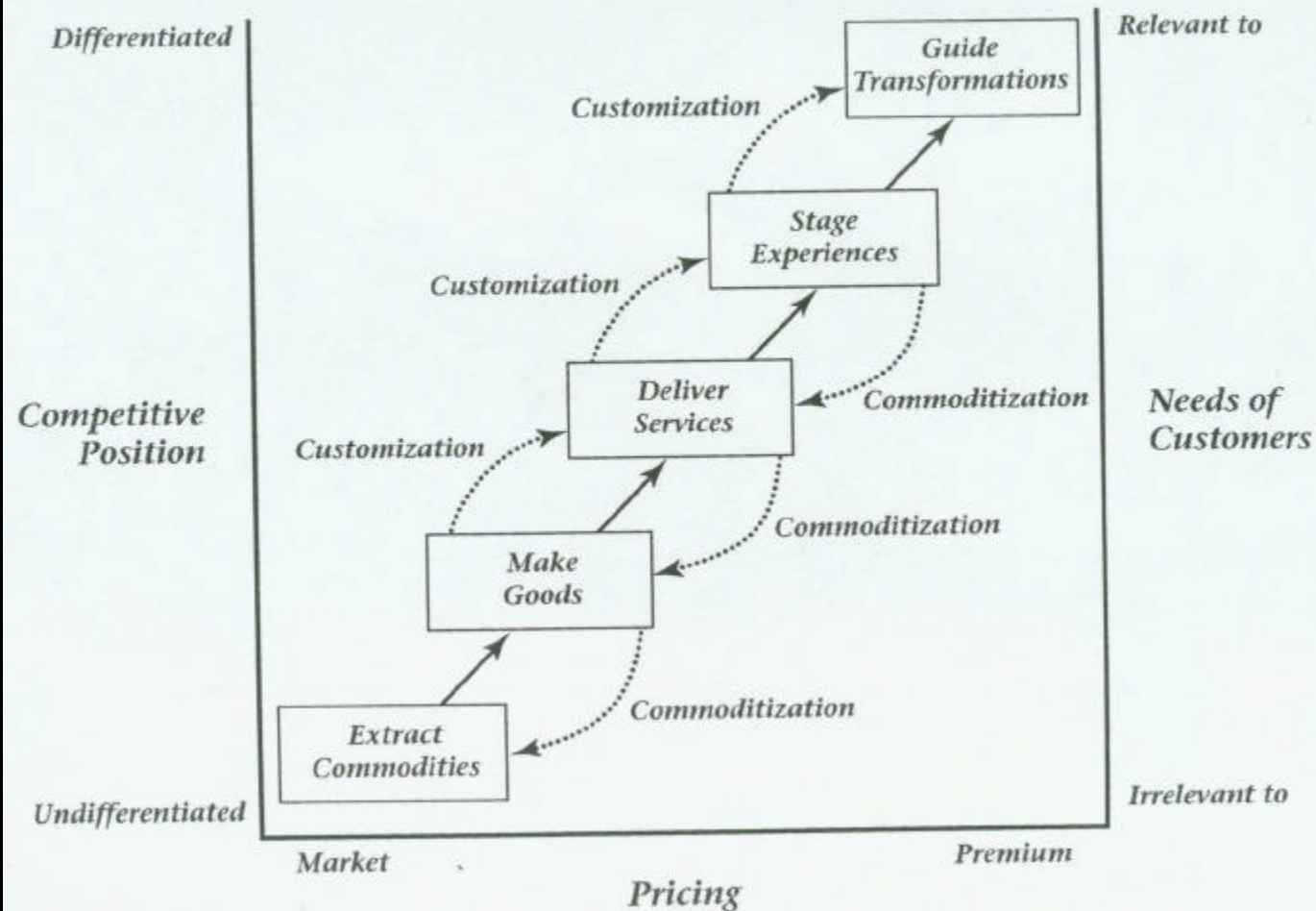




	Top Agritourism Activities (out of 435 respondents)	Participation
<b>On farm or ranch</b>	Camping / picnicking	123
	Photography / painting/nature based art	101
	Bird watching & wildlife viewing	90
	Fishing (including winter ice fishing)	64
	Horseback riding	57
	Corporate/special events (weddings, retreats, family reunions)	45
<b>Food</b>	Farmer's markets	93
	Microbrew tour, visit and/or tasting	49
	Winery tour, visit and/or tasting	47
<b>Heritage</b>	Historical museums/sites (ag history, machinery, pioneer cabins)	92
	Rodeo or livestock based activity (Stock Show, county fair)	25
	<b>Total Participation-more than one for some respondents</b>	<b>1,047</b>

# Agritourism evolution ...

Figure 9-1. Completing the Progression of Economic Value



*the Experience Economy, Pine, Gilmore*

# Authenticity in Farm Direct Marketing and Agritourism

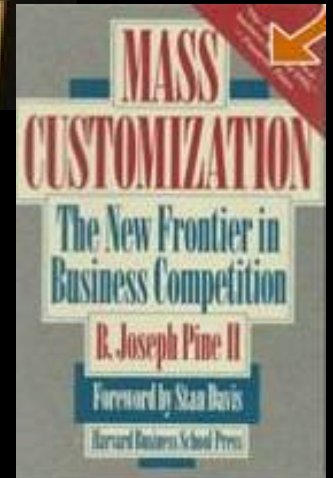


## *The Experience Economy*



*Work is Theatre &  
Every Business a Stage*

B. JOSEPH PINE II  
JAMES H. GILMORE





What did he  
say?

Customers want to buy:

- the real from the genuine
- not the fake from the phoney



- it is about more than food or products...



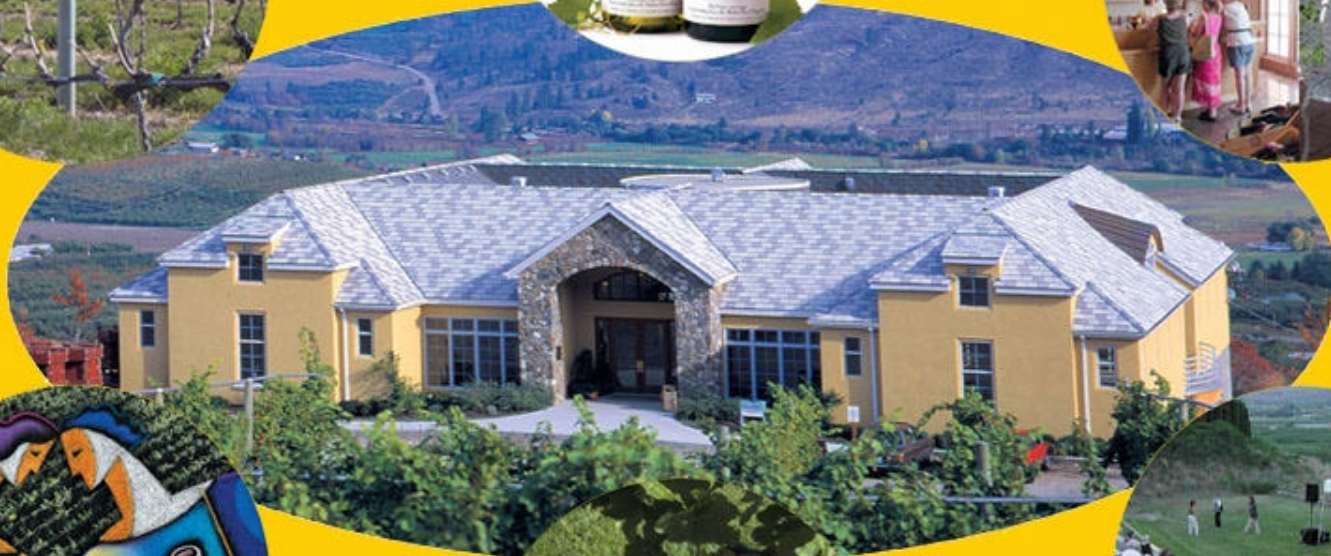
*it is the ...*

# Experience





Learn from the wineries





Coffee is... an experience

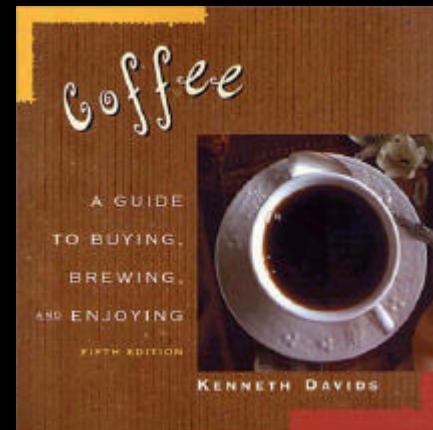
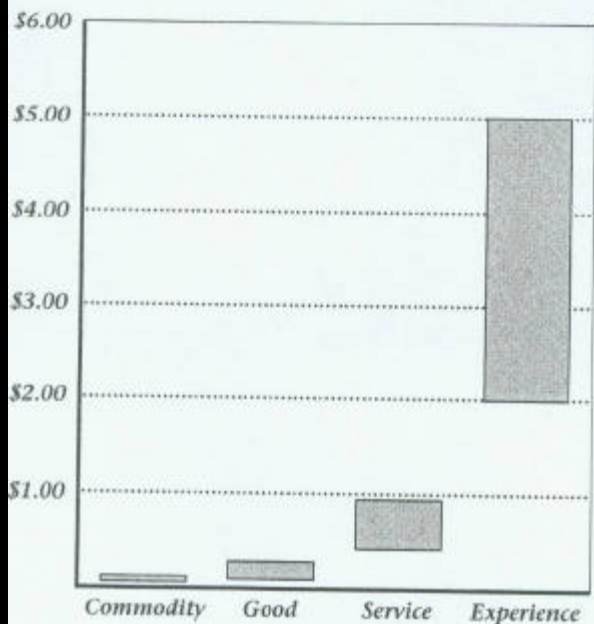




# What is experience worth?

- the coffee bean costs a few cents a cup
- the product costs a bit more packaged and sold in the grocery store
- the service of delivering a hot cup costs a dollar
- but the new value in an experience can go for as much as five dollars.

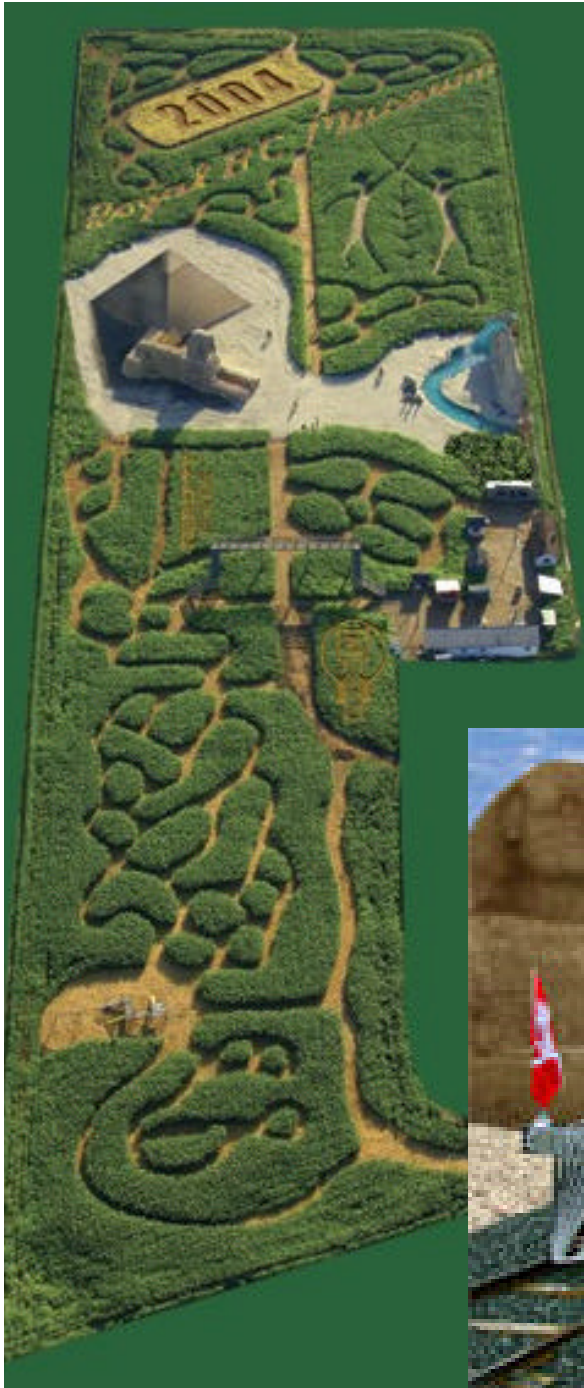
Figure 1-1. Price of Coffee Offerings





# Experience

A large investment in  
a corn maze...



# Retailers know how important this is!

Dempster's Signature Bread  
100% Whole Wheat or Sesame White  
680g  
**1.68** Each  
add to list

Hellmann's Mayonnaise  
Real or Light 950ml  
**2.98** Each  
add to list

Maple Smoked Ham  
Sliced or Shaved  
**98¢** Per 100g  
add to list

Early Nugget Potatoes  
First of the season! Locally Grown Canada #1  
\$1.94/kg  
**88¢** Per kg  
add to list

**THRIFTY FOODS™**  
Fresh is what we're famous for!"



- local identification carried through the chain





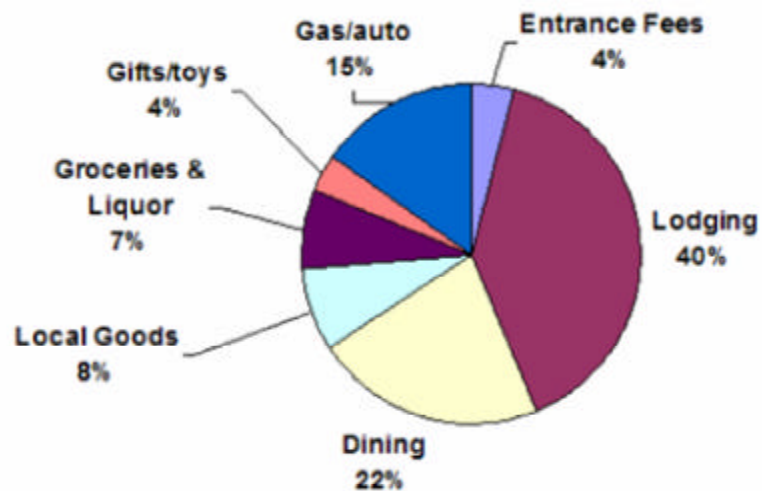
Lavender is an..... ?????



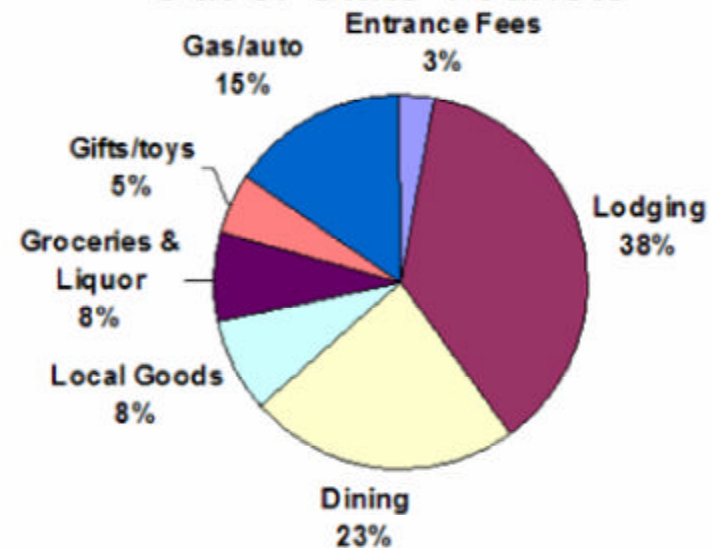
..they spend their money.... Where ?

Figure 6: Spending Shares by Category

### Colorado Tourists



### Out of State Tourists



You have to offer an ...

"experience"

The number one issue in expanding the potential for agritourism is...

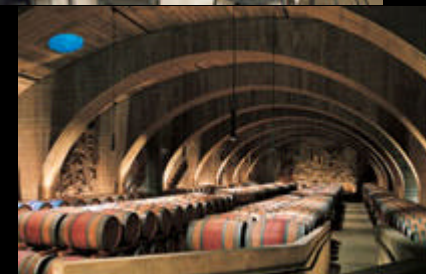
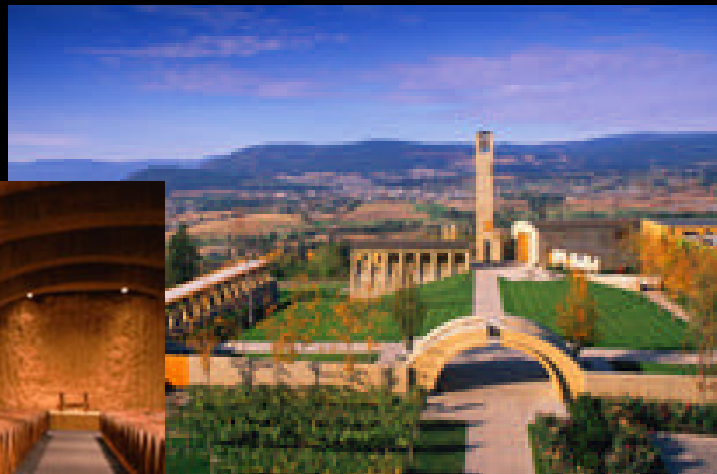
The legitimatization and recognition of agritourism as both an agriculture and tourism product

both with in and without of the industry!





...this is agritourism!



Hosted 150,00 visitors in  
2007



1996

Developing the experience !





2006

- 2007, over 300,000 on site customers ...this is agritourism !

COUNTRY VILLAGE

Mama's  
Pantry

The Davison Fruit Co.  
Established 1922

DAVISON  
ORGANICS LTD.  
VERMONT, N.C.

DAVISON  
ORGANICS LTD.  
VERMONT, N.C.

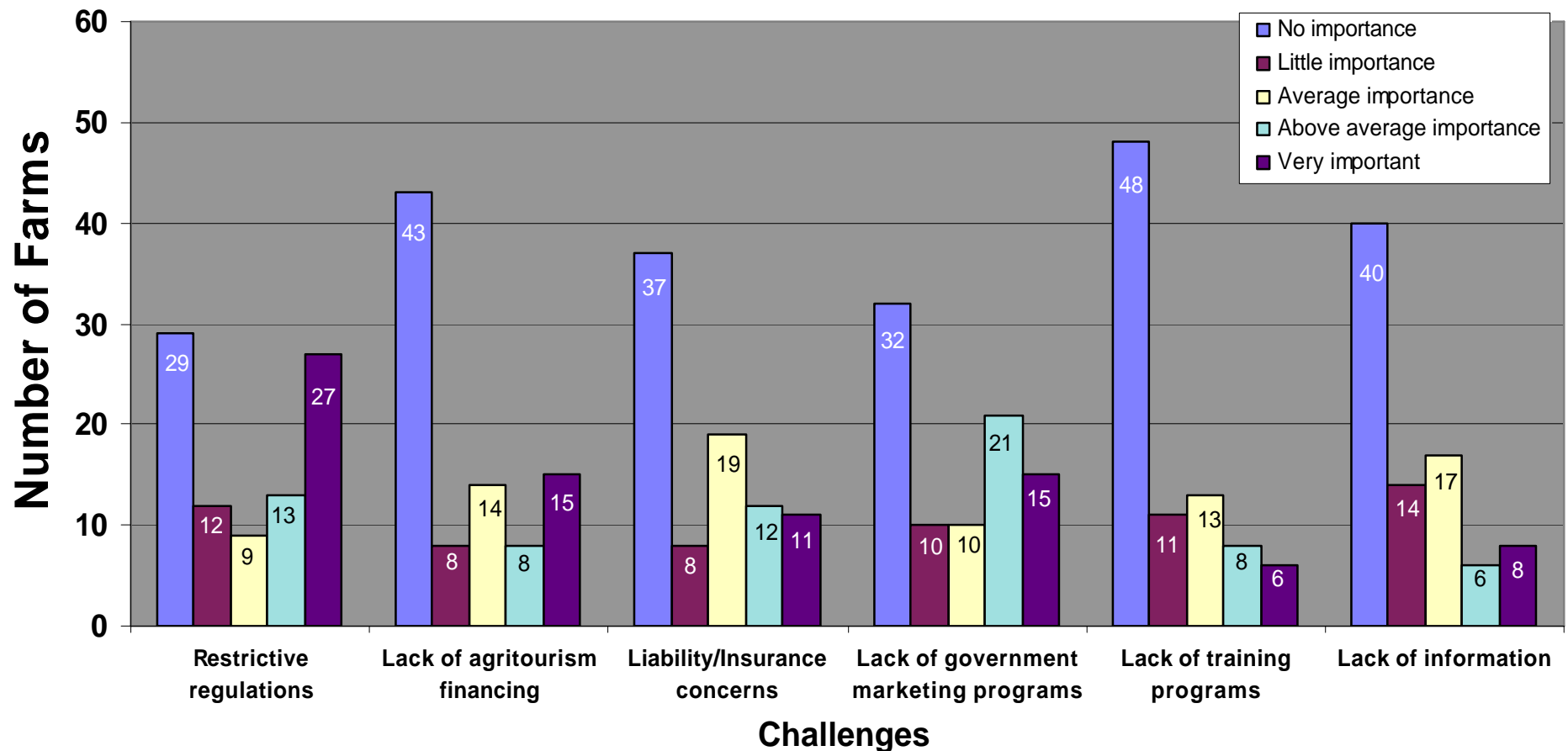
DAVISON  
ORGANICS LTD.  
VERMONT, N.C.

DAVISON  
ORGANICS LTD.  
VERMONT, N.C.



# Agritourism Challenges

Is it agriculture or is it tourism ?





# Challenges: Urban - Rural issues

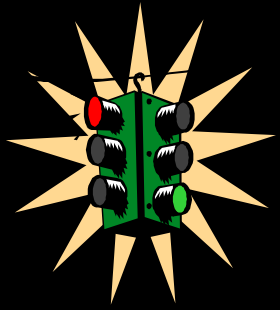
Traditional



New -  
Agritourism







# Industry development challenges



- "restrictive regulations" caused respondents the greatest challenge
- signage, road access, parking, land use and building permits, were all commonly noted as sources of contention between agritourism operators and their local governments

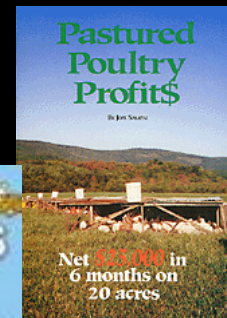
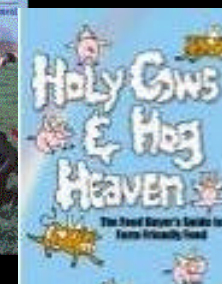
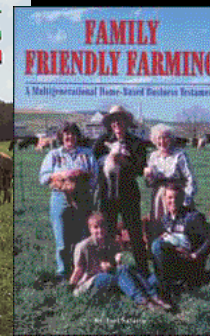
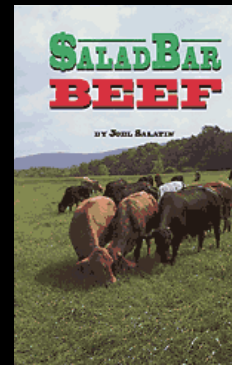
# Joel Salatin

## Everything I Want to Do Is Illegal



Farms are not supposed to be places of enjoyment or learning. They are commodity production units dotting the landscape, just as factories are manufacturing units and office complexes are service units. In the government's mind, integrating farm production with recreation and meaningful education creates a warped sense of agriculture.

...and it does not stop with the agriculture bureaucrats. It includes all sorts of government agencies, from zoning to taxing to food inspectors. These agencies are the ultimate extension of a disconnected, Greco-Roman, Western, egocentric, compartmentalized, reductionist, fragmented, linear thought process.



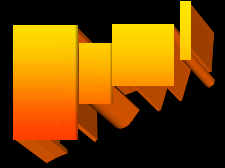
# Recognizing the changing landscape

**"agri-tourism"** means a tourist activity, service or facility accessory to land that is classified as a farm under the Assessment Act;

The following activities are designated as farm use for the purposes of the Act and **may be regulated but must not be prohibited** by any local government bylaw except a bylaw under section 917 of the *Local Government Act*.

**agritourism activities**, other than accommodation, on land that is classified as a farm under the *Assessment Act*, if the use is temporary and seasonal, and promotes or markets farm products grown, raised or processed on the farm.

# Agritourism Activities



- temporary, seasonal agritourism activities permitted
- temporary/seasonal < 12 months per year
- must have 'farm' classification
- must promote or market farm products from the farm
- farm products produced from permitted farm use



# Raising the bar in the Industry

BCATA - British Columbia AgriTourism - Microsoft Internet Explorer

File Edit View Favorites Tools Help

home | visitor site | news | media | contact

BCATA | Agritourism | **Current Projects** | Development Services | Alliances & Packaging | Resources

**Current Projects**

- > product development
- > marketing strategy
- > directory/guide
- > web site
- > standard's code
- > training/education
- > forum

Growing a sustainable future built on the bounty, values and character of rural life in British Columbia.

**code of standards**

*One bad experience is bad for everyone in industry*

**BC Agritourism Code of Standards - Draft for your review and refinement**

Welcome to the BC Agritourism Draft Code of Standards. In this document, the code of standards is first listed, then details are given concerning the standards, and recommendations are made for the administration of the program.

This Draft Code of Standards has been developed through input from agritourism operators who participated in industry workshops conducted in the Fraser Valley during July and August, 2003. This is not the final

We thank our partners:

- **Investment Agriculture Foundation**
- Foundation of BC

BRITISH AgriTourism COLUMBIA

Investment Agriculture Foundation of British Columbia

Canada

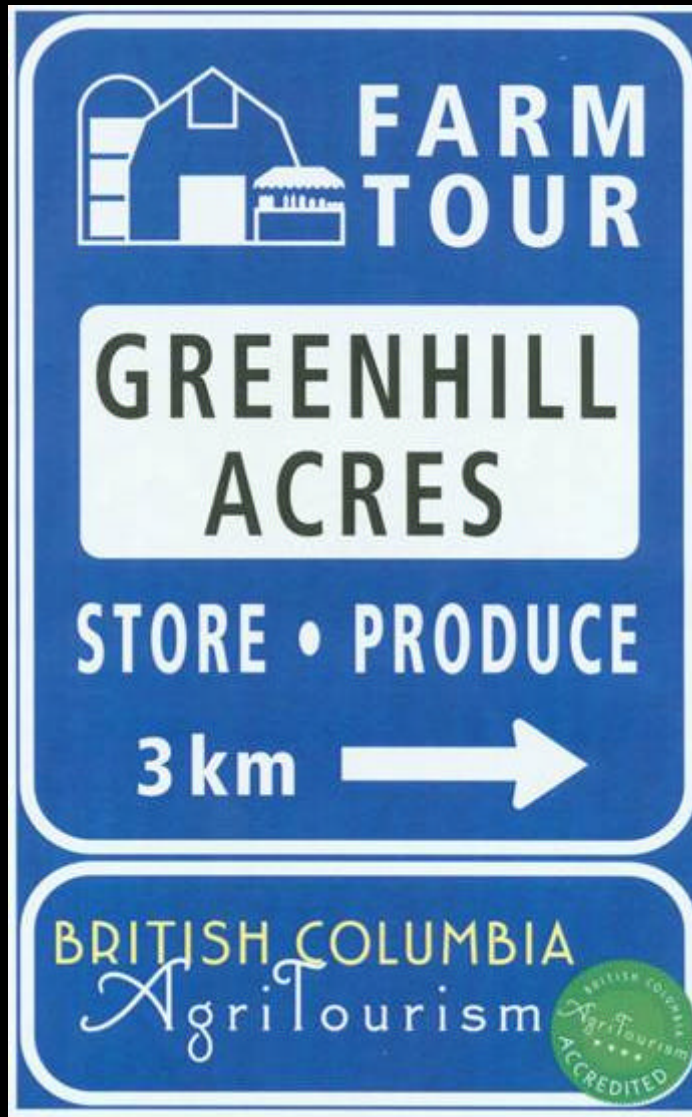


# British Columbia Agritourism Alliance





... the industry **MUST** raise the bar... to be in tourism





# Why Quality Standards?

- Visitor Experiences
- Tourist Perceptions
- Credibility with Tourism Industry
- Insurance
- Marketing Opportunities



- WE MUST RAISE THE BAR!



# Required Standards (1)

- Business has met all necessary legal requirements and required permits
- Clean toilet facilities with hand washing facilities are available to customers.
- Hand-washing facilities with soap and clean paper towels are available.
- Areas accessible to guests are well maintained and free from hazards.

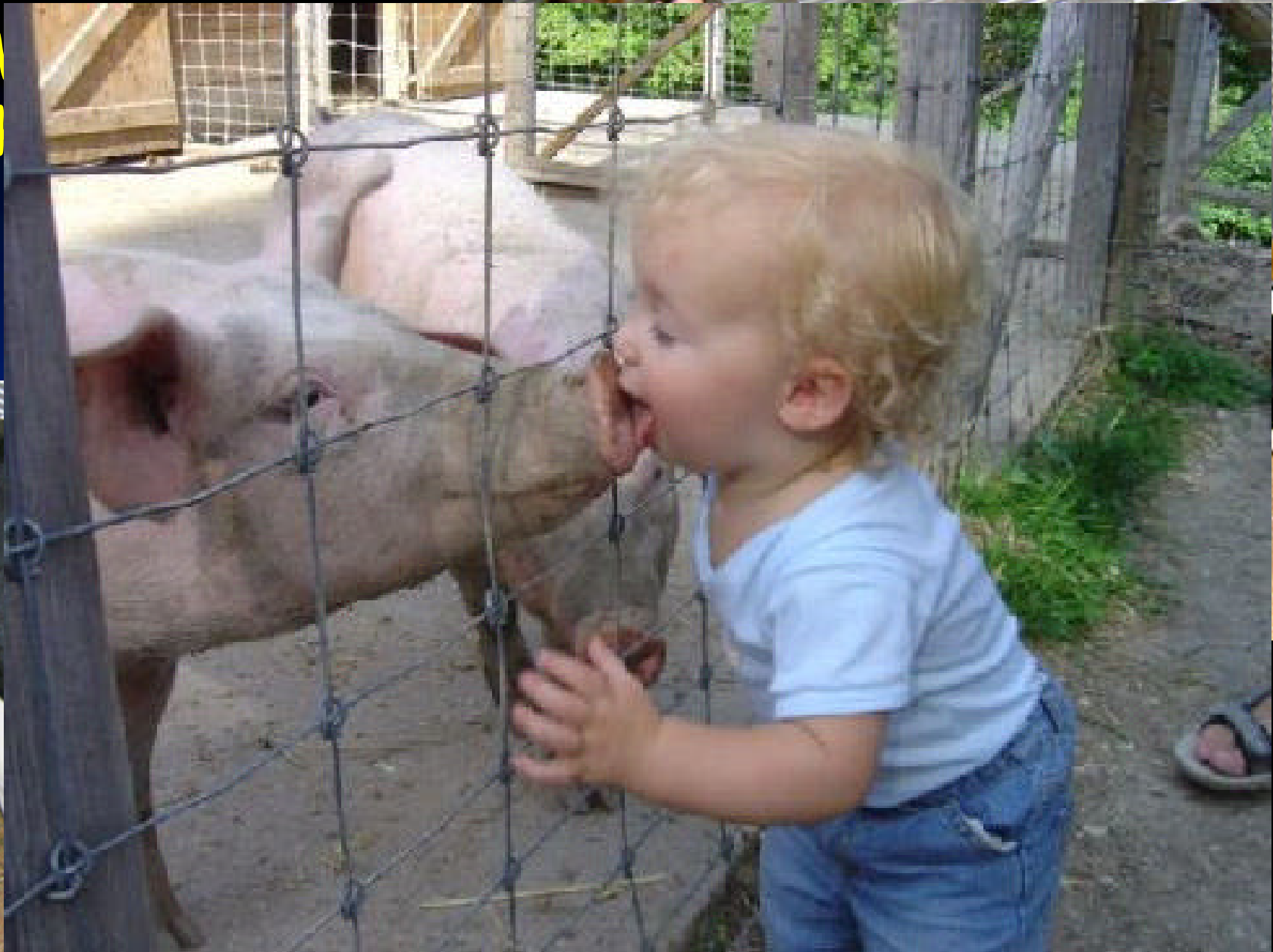


# Why Standards ?





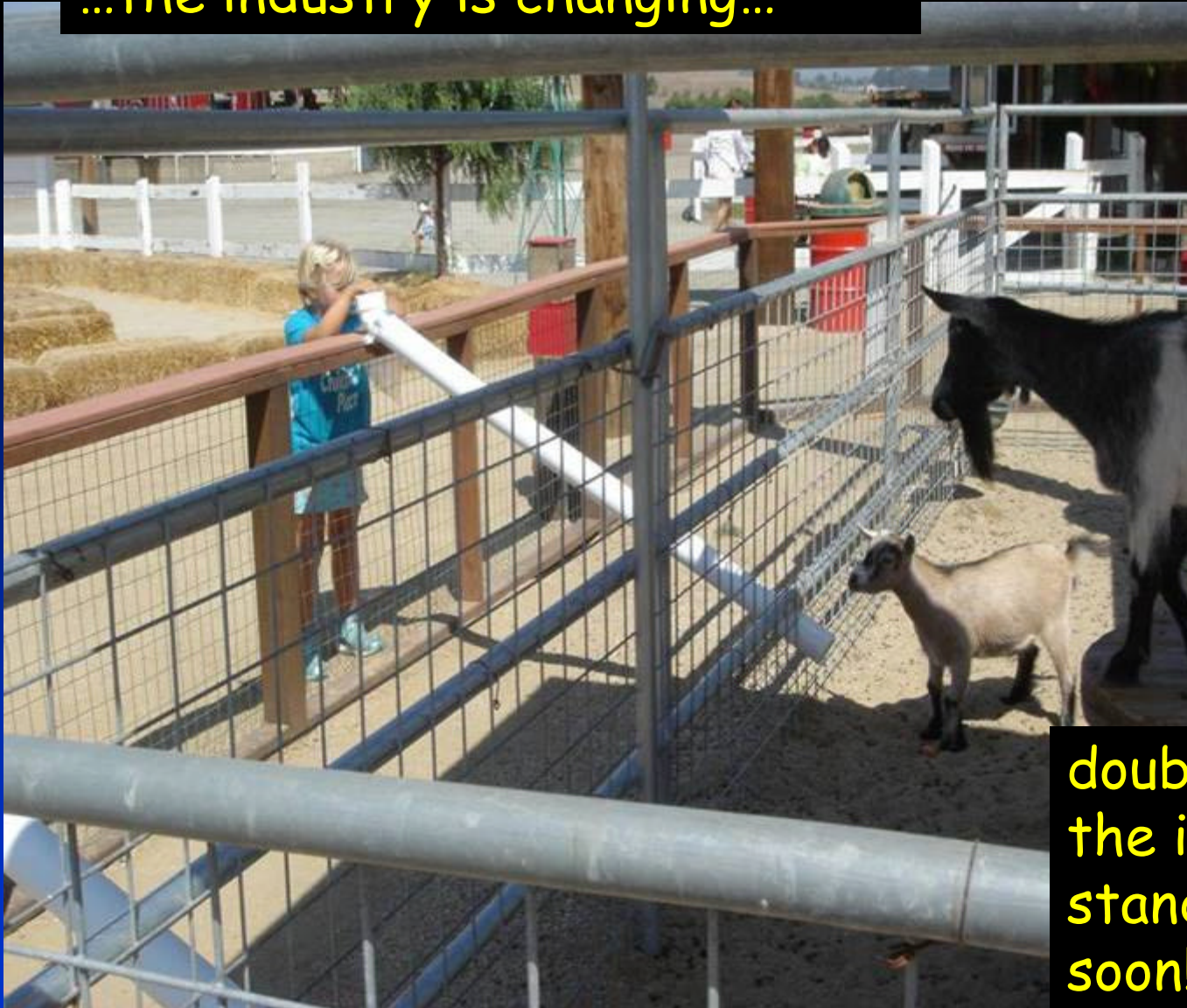
W  
+  
H



HEALTH NOTICE?  
HAND WASHING FACILITY?

Atkinson  
B.C. Centre for  
Food Safety

...the industry is changing...



double fence will be  
the industry  
standard... very  
soon!

Dear Valued Customer:

Thank you for choosing to visit our family farm.

We have provided these rest area facilities for your convenience. We have selected these units because they are not invasive to the low-lying environment surrounding The Vollmer Farm. Our farm borders the Tar River and Crooked Creek, part of the Tar-Pamlico River Basin. While they are not as comfortable as full service facilities, please keep in mind that they have minimal impact on the environment and help us to preserve all that you come here to see.

Please enjoy your visit and return soon!

Sincerely,

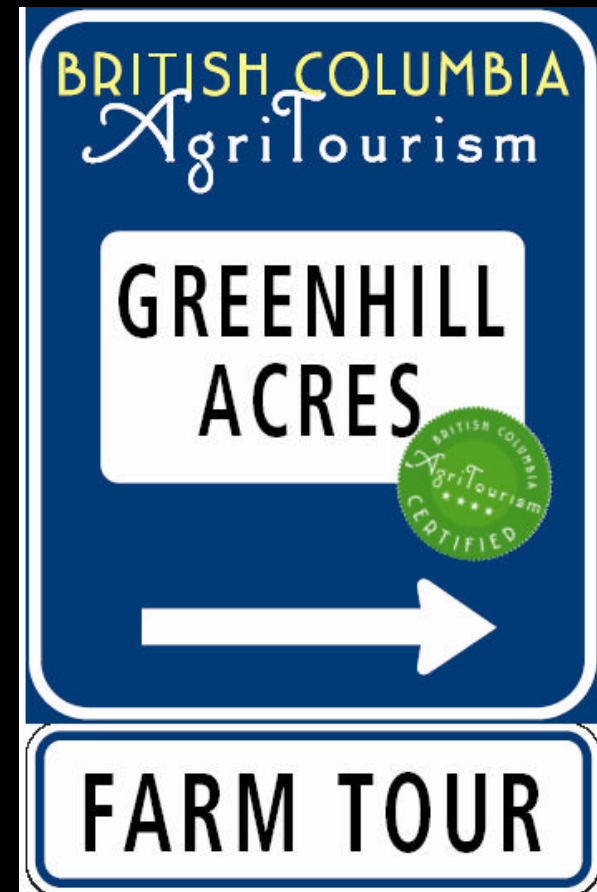
Farmer John Vollmer and Family



# Raising the Bar



2006 Highway  
Sign Campaign



Are you serious?



An experience?.....yes  
but...





Tourism needs more product  
Agriculture needs to diversify

## Benefits



Agricultural  
Industry



Tourism  
Industry

Rural  
Community







Pride in NY Farms!



Grown!  
Taste! Of Local Agriculture!

Locally  
The Face! The Place! The Taste!



# Experience

Local and regional



A TASTE OF THE ISLANDS...  
HAWAII

And that ... is an identity

Locally Grown  
@  
[www.buyfresh.org](http://www.buyfresh.org)

## Buy Local



Be Californian Buy California Grown



The 10% Difference



The Best Things in Life are BC



It's Just That Simple.

## Developing an Hawaiian ... agri - CULTURE



Peter Merriman comments on why using fresh locally grown products supports everyone:

"There are a lot of winners in this system, and no losers. The farmers get markets, the distributors get quality supplies, the restaurants get top quality produce, the customers get a fantastic dining experience and Hawaii gets to keep it all at home. "



# The food experience



## Mauka & Makai

### Day Boat Fish

Merriman's specializes in local, troll boat caught fish. These boats return daily to the dock ensuring the freshest fish.

**Herb Grilled**  
Pinot Noir Butter Sauce,  
Papaya Maui Onion Relish.

**Macadamia Nut & Panko Crusted**  
Spicy Likoi Sauce,  
Tomato Papaya Relish.

**Merriman's Original Wok Charred Ahi**  
Seared on the outside,  
Sashimi on the inside.  
Market Price

**Ponzu Marinated Mahi Mahi**  
Sautéed Fish with Sesame Grilled Shiitaki,  
Nine Hearts of Palm & Upcountry Onion Relish.  
\$29.95

**Merriman's Mixed Plate**  
A taste of our signature seafoods:  
Ponzu Mahi Mahi, Fresh Island Shrimp, Wok Charred Ahi.  
\$38.95

**Roasted Mahi Mahi  
& Scallop Mousse**  
Lime Butter Sauce.  
\$34.95 /  
Smaller Portion \$30.95

**Panko & Kefir Lime  
Crusted Scallops**  
Sautéed, Ume Vinaigrette,  
Pipinola Relish.  
\$27.95 / Smaller Portion \$23.95

**Butter Poached Keahole Shrimp**  
Waimea Tomato & Sherry Sauce,  
Hamakua Mushroom Flan,  
Seasoned Macadamia Nut  
accompaniment.  
\$24.95 / Smaller Portion \$20.95

**Merriman's Platters**  
A Selection of Two Items in Smaller Portions  
\$38.95

## The Prime Cuts

**Grilled Filet Steak**  
Hamakua Mushroom Sauté  
or  
Cabernet & Foie Gras Sauce  
Pohia Berry Cumberland Relish.  
\$32.95 / Smaller Portion \$28.95

**Prime New York Steak**  
"Kansas City" cut  
Szechuan Peppercorn Rub,  
Jack Daniel's Butter.  
\$37.95

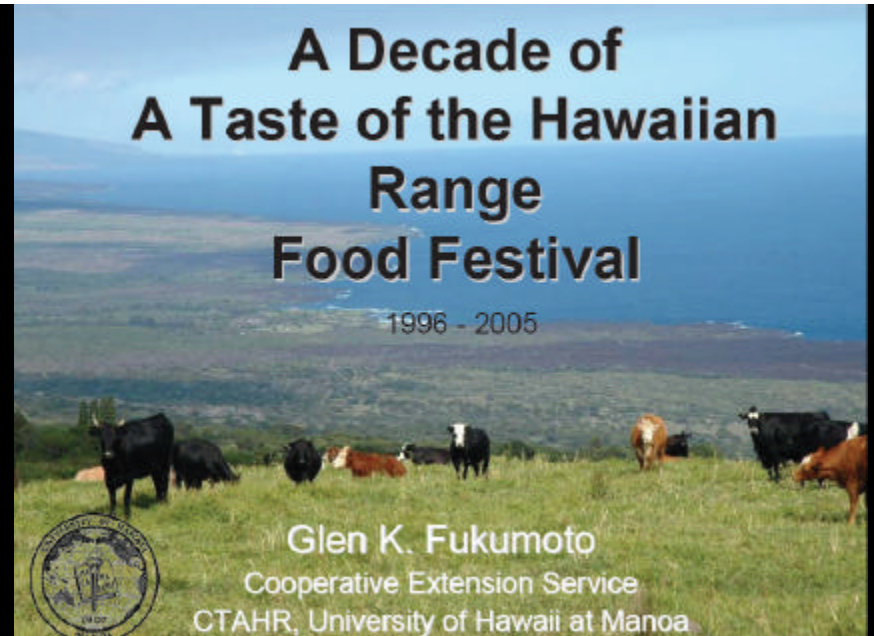
**Kahua Ranch Naturally Raised Lamb**  
A different selection daily.  
Market Price / Smaller Portion Available

Children's Menu Available.  
All entrees are accompanied by a fresh vegetable and a selected starch.  
Parties of 6 or more - 17% minimum gratuity

...the restaurant industry is about "experience"



Do we need more  
experiences ?



"Hotels need to provide an enriching  
experience."

"It is no longer mai tais and lie on the beach. We  
need to deliver a bit of history...and teach them  
more about Hawaii. We want our guests to learn and  
take something away when they leave."

Mary Lou Foley, Outriggers Waikiki's events coordinator.

United Airlines IN Flight Magazine, October 2006

# Current agritourism in Hawaii

- Hawaii's ag-tourism valued at \$33.9 million in 2003
- up 30 percent from the \$26.0 million in 2000
- 187 farms State-wide that had ag-tourism related income

• 48 percent increase from 2000

- an additional 145 farms either started ag-tourism activities in 2004, or planned to in the future
- Hawaii county now accounts for 48 percent of the farms with ag-tourism and 37 percent of the total value.



# Agritourism drives repeat sales

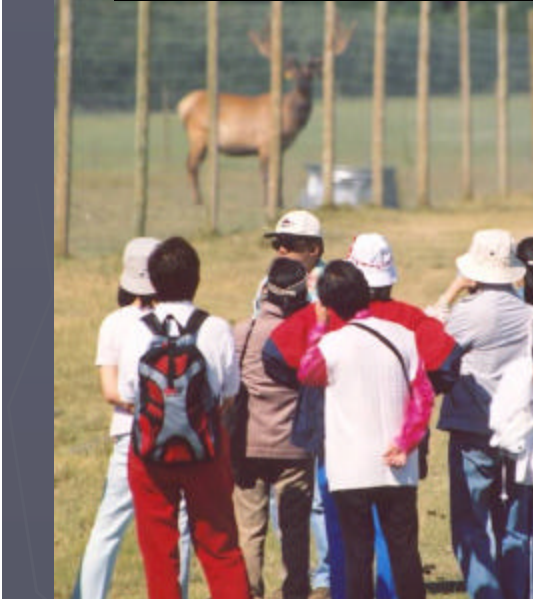
many operations received orders for products related to ag-tourism after the visitors returned home

- 74 percent of operations reported 0-25 percent of their sales from off-site orders
- 21 percent of operations reported 26 to 50 percent
- 5 percent said that over 50 percent of their ag-tourism related sales came from off-site orders





Any farm can be ... an experience







# Bison are a.... tourism experience!



Interpretive  
Centre

Information &  
Location

Special Events

Drum & Dance

Sunday Learning  
Series

Archaeological  
Facts

Buffalo Tracks

Blackfoot  
History

Lost Identities

Education  
Programs

Tipi Camping

Links

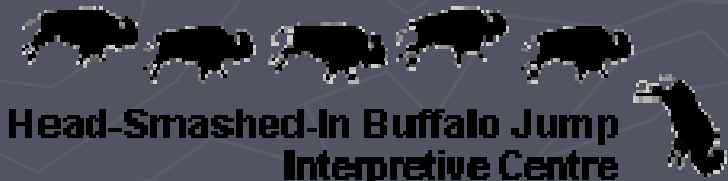
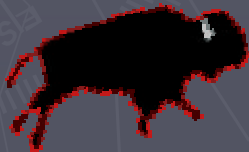


Head-Smashed-In Buffalo Jump



[Click to View Our Virtual Tour](#)

Located 18 km north & west of [Fort Macleod](#), Alberta, Canada at a place where the foothills of the Rocky Mountains meet the great plains, one of the world's oldest, largest and best preserved buffalo jump's known to exist -- Head-Smashed-In. Designated as a UNESCO World Heritage Site in 1981, Head-Smashed-In has been used continuously by aboriginal peoples of the plains for more than 5,500 years.



Head-Smashed-In Buffalo Jump  
Interpretive Centre







## Hunt bison on huge ranch in South Dakota



This South Dakota bison hunt takes place on a 50,000-acre ranch. It is a family-owned operation with 3,500 head of bison and about 200 to 300 mature bulls. The ranch is fenced into separate pastures ranging in size up to 10,000 acres.

These bulls will not qualify for Safari Club International's record book but will not qualify for the Boone and Crockett Club's records. Typically more than half of the bulls taken each year are big enough to qualify for SCI listing. The hunter gets the head, hide and skull. Meat can be purchased at the ranch if so desired at the prevailing market rate, typically about twice the price of beef or more. The hunt can be conducted year round, but hides are best from October to February. Hunters can fly into Pierre or Sioux Falls and rent a vehicle. Hunters should schedule to be on the ranch at 8 am Central Time the day of the hunt. After taking your bull the ranch provides a big lunch and hunters are welcome to look over the operation and watch skinning or shop at one of the gift shops. Hunt BI567.



### Hunt BI567

Hunt	Price
Trophy bull: You get the head, hide and skull. Meat at market rates.	\$1,550 in 2006 \$1,750 in 2007 \$1,750 in 2008
Cow or broken-horned 2 or 3-year-old bull. Hunter keeps entire animal, including meat.	Call for updated price \$1,250
Hunting Results	Location
The animals live in open grasslands, so 100% success is the rule. Most bulls are five to seven years old and 70% to 80% make the Safari Club International record book.	50,000-acre private ranch, 10 miles northwest of Pierre, South Dakota, on Highway 14. Headquarters are four miles from Pierre.
Meat	Lodging
About \$3 per pound for ground or cheaper cuts. Steaks: \$10 to \$17 per pound	Motels available in Pierre, SD, included in hunt price
Taxidermy	Airport pickup
Most hunters elect to have the head and hide picked up by one of three taxidermists, who typically charge \$1,400 to \$1,500	Not provided, you can fly into Pierre or Sioux Falls and rent a truck or car.

The hunt....  
Experience!





# Is diversification the answer?... YES!

	British Columbia (n=100)		All Canada (n=251)		All North America (n=1135)	
Expansion Plans						
Planning to diversify more	53.3%		52.4%		56.0%	
Not planning to diversify more	46.7%		47.6%		44.0%	
Types of Additional Diversified Enterprises						
Crops	32.7%	(17.4%)	29.7%	(15.6%)	41.6% <sup>a</sup>	(23.1%) <sup>b</sup>
Livestock	14.3%	(7.6%)	11.9%	(6.2%)	22.7%	(12.6%)
Other agricultural products/services	16.3%	(8.7%)	13.6%	(7.1%)	19.5%	(10.8%)
Processing of foods and beverages	30.6%	(16.3%)	33.9%	(17.8%)	36.1%	(20.1%)
Recreation, tourism and events	32.7%	(17.4%)	45.8%	(24.0%)	50.0%	(27.8%)
Lodging and accommodations	22.4%	(12.0%)	22.0%	(11.6%)	17.1%	(9.5%)
Restaurants and food services	20.4%	(10.9%)	21.2%	(11.1%)	21.6%	(12.0%)
Health and cosmetics	2.0%	(1.1%)	4.2%	(2.2%)	5.5%	(3.1%)
Arts and crafts	8.2%	(4.3%)	10.2%	(5.3%)	14.3%	(7.9%)
Educational activities	16.3%	(8.7%)	20.3%	(10.7%)	30.7%	(17.1%)
Leases	4.1%	(2.2%)	1.7%	(0.9%)	2.7%	(1.5%)
Easements	6.1%	(3.3%)	2.5%	(1.3%)	5.2%	(2.9%)
Time-shares	2.0%	(1.1%)	0.8%	(0.4%)	0.5%	(0.3%)
Other products and services	8.2%	(4.3%)	6.8%	(3.6%)	7.7%	(4.3%)

<sup>a</sup> This is the percentage of farms and ranches planning to further diversify.

<sup>b</sup> This is the percentage of all farms and ranches including those that do and do not plan to further diversify.





It is happening!



Welcome to Dole Plantation  
Hawaii's Complete Pineapple Experience



This is the farmers face back in agriculture !





# Circle tours



## Abbotsford Circle Farm Tour

*A self-guided farm tour of Abbotsford's City in the Country*

**1. Abbotsford Farm & Country Market**  
Market Displays: 1000+ items in the Country Store. Saturday morning 9 am to 12 noon. Visit local growers, crafters, food processors, and artisanal products. Displays of our land and the talented people of our community from May - Oct. Open to the public. 1000+ items in the Country Store. 1000+ items in the Country Store. 1000+ items in the Country Store.

**2. Clayburn Village Store & Tea Shop**  
Home-made baked goods and teas. Visit the tea shop. Visit the tea shop. Visit the tea shop. Visit the tea shop. Visit the tea shop. Visit the tea shop. Visit the tea shop. Visit the tea shop. Visit the tea shop. Visit the tea shop.

**3. Abbotsford AgFair**  
Experience the spirit and the love of the land. Little country fair. Abbotsford's AgFair. August 23-25, 10 am to 4 pm. Free admission. Free admission. Free admission. Free admission. Free admission. Free admission. Free admission. Free admission. Free admission. Free admission.

**4. Tanglebank Country Gardens**  
Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank.

**5. Kneadown Farm Market**  
Local food products and more. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank.

**6. The Farm Basket**  
Local food products and more. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank. Visit our village of the Tanglebank.

**7. Lushland Vineyards**  
Visit our vineyard. Visit our vineyard. Visit our vineyard. Visit our vineyard. Visit our vineyard. Visit our vineyard. Visit our vineyard. Visit our vineyard. Visit our vineyard. Visit our vineyard.

**8. The Apple Barn Pumpkin Farm**  
Visit our pumpkin farm. Visit our pumpkin farm. Visit our pumpkin farm. Visit our pumpkin farm. Visit our pumpkin farm. Visit our pumpkin farm. Visit our pumpkin farm. Visit our pumpkin farm. Visit our pumpkin farm. Visit our pumpkin farm.

**9. Fraser Valley Tree Fruit Marketing**  
Visit our tree fruit marketing. Visit our tree fruit marketing. Visit our tree fruit marketing. Visit our tree fruit marketing. Visit our tree fruit marketing. Visit our tree fruit marketing. Visit our tree fruit marketing. Visit our tree fruit marketing. Visit our tree fruit marketing. Visit our tree fruit marketing.

**10. Birchwood Dining**  
Visit our dining. Visit our dining. Visit our dining. Visit our dining. Visit our dining. Visit our dining. Visit our dining. Visit our dining. Visit our dining. Visit our dining.

**11. Little Farm House in the Country**  
Visit our little farm house. Visit our little farm house. Visit our little farm house. Visit our little farm house. Visit our little farm house. Visit our little farm house. Visit our little farm house. Visit our little farm house. Visit our little farm house. Visit our little farm house.


**12. Reclamation 62**  
Visit our reclamation. Visit our reclamation. Visit our reclamation. Visit our reclamation. Visit our reclamation. Visit our reclamation. Visit our reclamation. Visit our reclamation. Visit our reclamation. Visit our reclamation.

Take a drive in the beautiful countryside experience something new and connect with our friendly people and their agricultural roots on the Abbotsford Circle Farm Tour.

**Agricultural Events Calendar**

Apr 2-10	The Annual British Columbia 1000-1200-1300
Apr 10-15	British Columbia 1000-1200-1300
Apr 15-20	Springer's Open Open 1000-1200-1300
July 1-15	1000-1200-1300
July 16-31	1000-1200-1300
Aug 1-15	1000-1200-1300
Aug 16-31	1000-1200-1300
Sept 1-15	1000-1200-1300
Sept 16-31	1000-1200-1300
Oct 1-15	1000-1200-1300
Oct 16-31	1000-1200-1300
Nov 1-15	1000-1200-1300
Nov 16-31	1000-1200-1300
Dec 1-15	1000-1200-1300
Dec 16-31	1000-1200-1300





## ALOHA AGRITOUR Hawaii 2007

January 13 - 23

8 day/7 night cruise aboard the *Pride of Hawaii* and 2 days pre-cruise touring

Escorted by Jane Eckert

Honolulu, Oahu - Hilo, Hawaii  
Kahului, Maui - Kona, Hawaii  
Nawiliwili, Kauai

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**Meet Jane**  
**Speaking**  
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## Aloha AgriTour-Hawaii 2007

Day by Day Itinerary

**Pre-Cruise Tour**  
Day 1, Saturday, January 13 HONOLULU, HAWAII

We fly from the mainland to Honolulu where we are met with the traditional fresh flower lei on arrival and assisted to baggage claim. Our Tour Director will guide us to our motorcoach and we will be transferred to our hotel, the *Sheraton Waikiki*, a modern monument to traditional Hawaiian hospitality, for overnight.

**Day 2, Sunday, January 14 OAHU**

We depart this morning to visit the bustling *Millenium Farmers Market* and then on to the *Dele Plantation* for a garden tour and plantation train tour. We will enjoy samples and have the opportunity to purchase food items at each stop. From the plantation we proceed to *Poamoho Farm*, the largest organic farm on the island, and then have the afternoon at *Maunaloa*. Tonight we participate in a *Paradise Cove Royal Ahi Luau* and are treated to a special evening of dining, entertainment, games, arts & crafts, and ceremonies. (D)

**Cruise Begins**  
Day 3, Monday, January 15 OAHU

The morning is yours to enjoy the beautiful *Waikiki Beach*, stroll the shops on *Kalia Avenue*, and enjoy as you please before transferring mid-afternoon to *Aloha Tower Pier* to board the *Pride of Hawaii* and acquaint ourselves with the facilities we will enjoy for the next seven days! We have time to settle into our comfortable cabins and unpack for the week before we sail about 8 p.m. (D)

**Day 4, Tuesday, January 16 HILO, HAWAII**



# Hawaii

November 9-19, 2006  
11 Day Cruisetour  
Visiting Oahu, Kauai, Maui and the big island of Hawaii  
on Norwegian Cruise Line's "PRIDE OF AMERICA"

Featuring

Pre-tour stay on Waikiki Beach  
Veteran's Day visit to USS Arizona Memorial at Pearl Harbor  
Volcano National Park  
Farm and Ranch Tours sponsored by AgVentures and Farm Bureau

Presented By  
**KRVN**  
880 Rural Radio And  
Travel Concepts

# Tourism and agriculture ...working together



# Which tourist is this ?



## Langley Circle Farm Tour

A self-guided farm tour of Langley: Gateway to the Fraser Valley










## Langley Circle Farm Tour

A self-guided farm tour of Langley: Gateway to the Fraser Valley



### 1. Vista D'oro

A culinary agri-tourism operation on 10 acres in South Langley overlooking Campbell Valley Park and Golden Ears Mountain Range. The Gate Shop features culinary herbs, heirloom tomatoes & orchard fruits grown on the farm, as well as pastries preserves, local & imported cheeses and much more. Artisanal jams, preserves, hand-made chocolates, wedding cakes & catering menus are all created in our Commercial Kitchen. The Cooking Studio features the area's finest chefs who create menus incorporating many local products. Open mid-March to mid-December  
Thursday 10 to 4, Friday 12 to 5, Saturday 9 to 5.  
20856 - 4th Avenue | 604.514.3539 | www.vistadoro.com

### 2. Domaine de Chaberton

Established in 1981, Domaine de Chaberton was the first Estate Winery in the Fraser Valley & today remains the largest. Just 45 minutes from Vancouver, the Winery and Bacchus Bistro make a wonderful day trip. Open year round, the retail shop/tasting room offers tours daily at 2pm and 4pm (weather permitting). Enjoy authentic French cuisine at the Bacchus Bistro.  
Call 604.530.9694 for Bistro hours and reservations.  
Open every day year-round | 1064 - 216th Street  
604.530.9694 | www.domaindechaberton.com

### 3. Cedar Rim Nurseries

Located just 10 minutes from downtown historic Fort Langley, nestled on 30 acres, Cedar Rim is the largest retail/wholesale nursery in the Lower Mainland. It has the West Coast's largest selection of specimens & rare trees including 200' tall including over 60 varieties of Japanese Maples, 100 varieties of fruit trees, 60 varieties of Rhododendrons, plus a full selection of deciduous shrubs, broadleaf evergreens & perennials. Spend the day & see a whole new world of gardening!  
Open June-Nov Mon-Sat 9 to 5, Sun & Holidays 10 to 5.  
7024 Glover Road | 604.888.4411 | www.cedarrim.com

### 4. Driedger Farms

BC's farm fresh berries! Mouth-watering strawberry, raspberry, blueberry, red and black currants and goji berries for sale from the family farm. U-pick also available in clean, supervised fields. Bring your own pail or buy one there. Fresh baked fruit pies and homemade fruit jams. BC produced vegetable and tree fruits (in season). Check out daily speciality case lot sales. Families welcome! No pets allowed in fields. Open mid-June to late Aug. (8 to 8 daily). Availability is weather dependent.  
23823 - 72nd Avenue | 604.888.1666 | www.driedgerfarms.com

### 5. Thunderbird Showpark

85-acre equestrian facility close to Hwy 101, the largest venue of its kind on Canada's west coast. Thunderbird hosts a series of major equestrian events year-round in 9 indoor arenas. It's an event for families, dog shows, auctions, breed shows & major dressage & hunter-jumper shows. The Park has 1000s of horse over 60 campers & RV's, hot showers in the equestrian areas, pay phones, food concessions during horse shows & bleacher seating for 2000 spectators. Admission & parking free. Call for event information.  
May-October 8 to 8 | 2460 - 72nd Avenue  
604.888.4411 | www.thunderbirdshowpark.com

### 6. Aldor Acres

The Anderson family offers a real hands-on farm experience. Open to the public for 4 days at Easter & the entire month of October. Come visit the farm; go on a haywagon ride and see what goes on throughout the seasons. Springtime brings beautiful trees & new farm babies; October brings gorgeous colours & the fall harvest. Come pick your own pumpkin straight from the field. School/group, farm education tours, dairy farm education tours at the dairy center, apple harvest education tours, birthday parties, company & church gatherings. Easter (4 days) 10 to 4; October (daily) 9 to 5; Christmas trees - u-cut 10 to 4 (first 2 weekends of December only). All other tours by reservation.  
24990 - 84th Avenue | 604.888.0788 | www.aldoracres.com

### 7. Fort Wine Co.

Travel back in time as you step right up to an old-fashioned saloon bar to sample a delicious selection of multi award-winning table & dessert fruit wines. Tours are also offered of state-of-the-art winemaking facilities. The winery country store & informative website carry a wonderful menu of specialty food items & gifts. The Harvest Wine & Cheese Bistro & picnic areas are now open for your enjoyment. Open 7 days a week, year-round (10 to 6) Call to confirm summer hours.  
26151 - 84th Avenue  
101 (1.866.921.WINE (Toll Free) | www.thefortwineco.com

# The agritourist!



## LOWICHAN





" The important thing  
is not to stop  
questioning."

Albert Einstein

Thank you !